

# Strategic Directions for Expanding The Village of Lytton's Younger Demographics

By Mira Chahal,  
Liam Fuller,  
Alison Groll, Jackson  
Phillips,  
Brady Pranger,  
Agostinho Vieites

**Presented by  
Jackson Phillips**



Image of Village of Lytton

PLAN 460: Practicum in Planning, Faculty Supervisor Dr. Cherie Enns RPP  
Community Supervisor Caroline Lamont RPP



Photo by Maggie Cross

**Special thank you to  
Caroline Lamont and  
Maggie Cross for your  
guidance and direction,  
and to Patrick Michell  
for sharing his  
knowledge**

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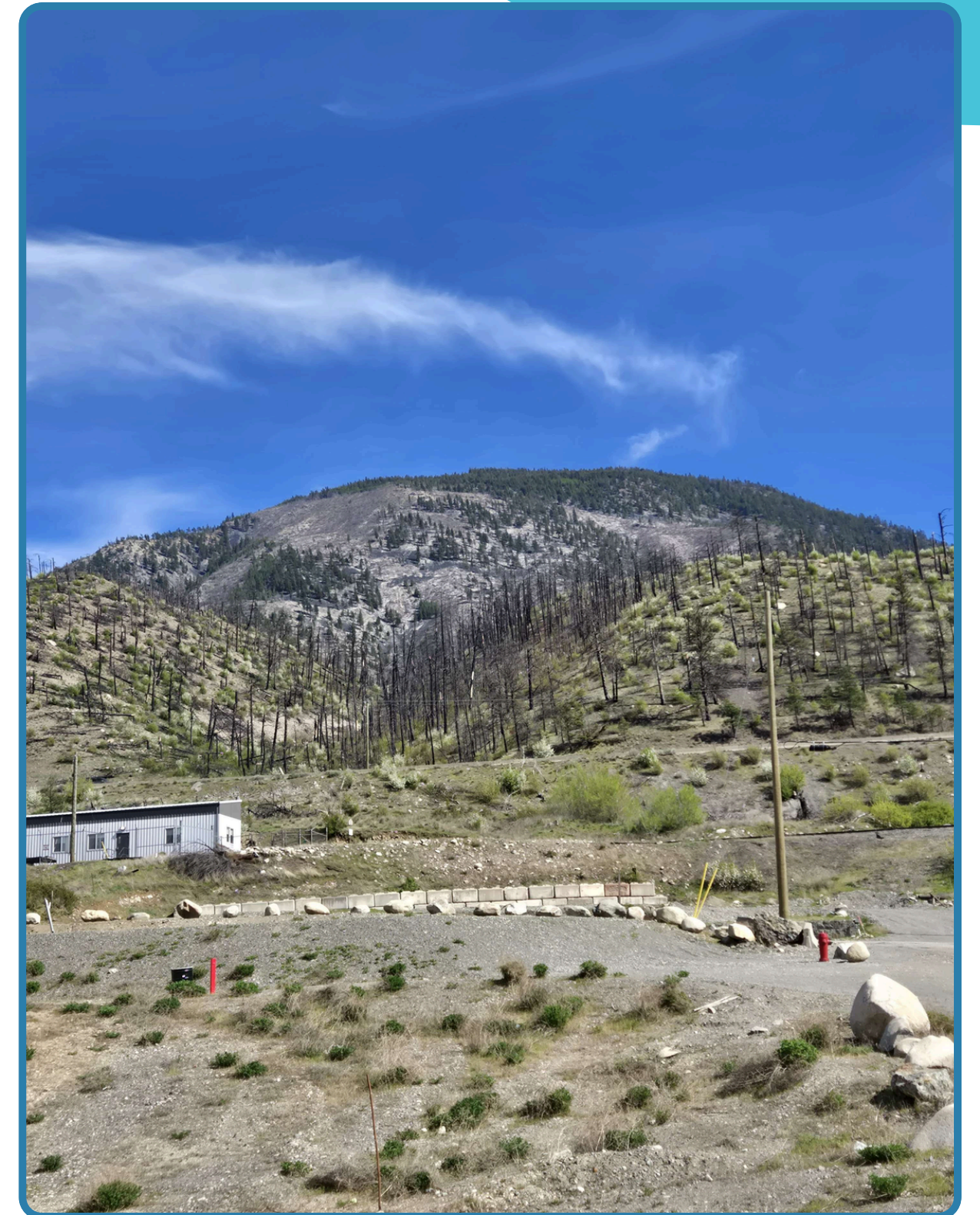


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# Project Challenge

**What strategies can we use to grow Lytton's population with a focus on younger demographics?**



Photos from Mira and Alison

# Research Phase

In the research phase of our project, we conducted a **Literature Review**, engaged with other **UFV students**, and conducted a **Site Visit** of the Village of Lytton. Our research will help us target young demographics from the **Fraser** or **Nicola Valley**

## Research Areas

- Disaster response
- Amenity Migration
- Small Town Recovery
- Climate response
- Tourism Tactics

*\*See Appendix for Literature Review Contents\**



# Future Demographics: Youth

Youth are a key demographic to target for the future of Lytton. Youth are looking for an affordable community where they can expand their business and own property. Targeting youth **ages 18-34** from the Fraser or Nicola Valley Regions will have the highest potential for bringing in a young demographic

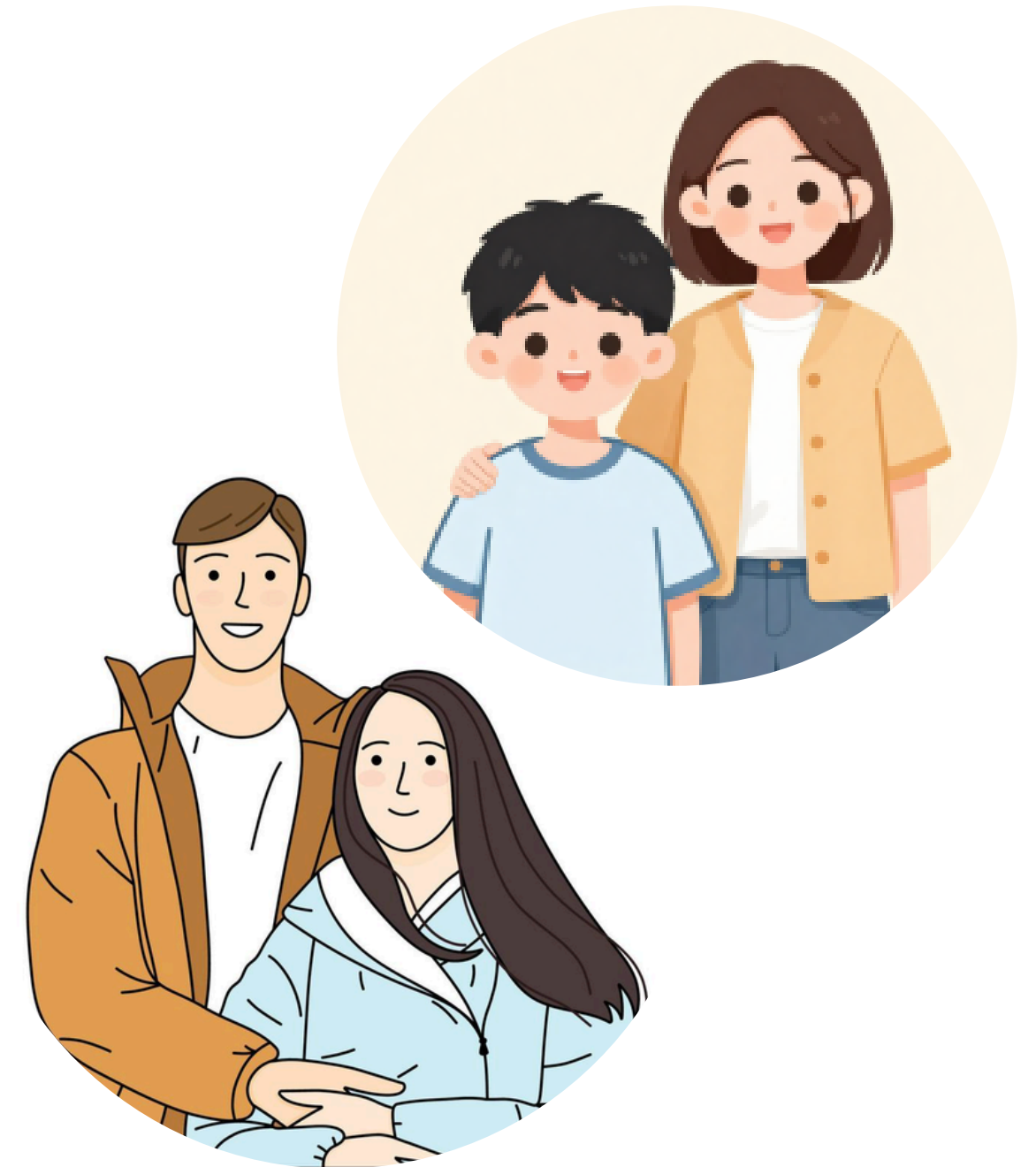
- **What they need for work:** Business and commercial spaces for local, regional and global operations: addressing connectivity, safety, community, and creative spaces
- **What they need to live:** Affordable and stable housing, access to groceries and activities, connections to neighbouring communities
- **What they desire:** To find a friendly community where they can join local activities and eventually raise a family, own property, and start new businesses
- **Goals:** To live in a vibrant, safe community where they can start a business or a family.



# Future Demographics: Young Couples With Children

The current and previous demographics of Lytton were leaning older. To grow the community to be resilient for the future, we must entice young families

- **What they need for work:** Business and commercial spaces, care services, stable incomes, community support
- **What they need to live:** Affordable and stable housing, access to groceries and activities, services and childcare, healthcare, education
- **What they desire:** To find a friendly community where they can raise a family in a safe, inclusive environment
- **Goals:** To live in a vibrant, safe community where their families can grow



# Strategic Directions

For our final report, we developed **18** Strategic Directions in **5** key areas

1. Placemaking
2. Economic Development
3. Climate Action
4. Mobility
5. Services and Housing

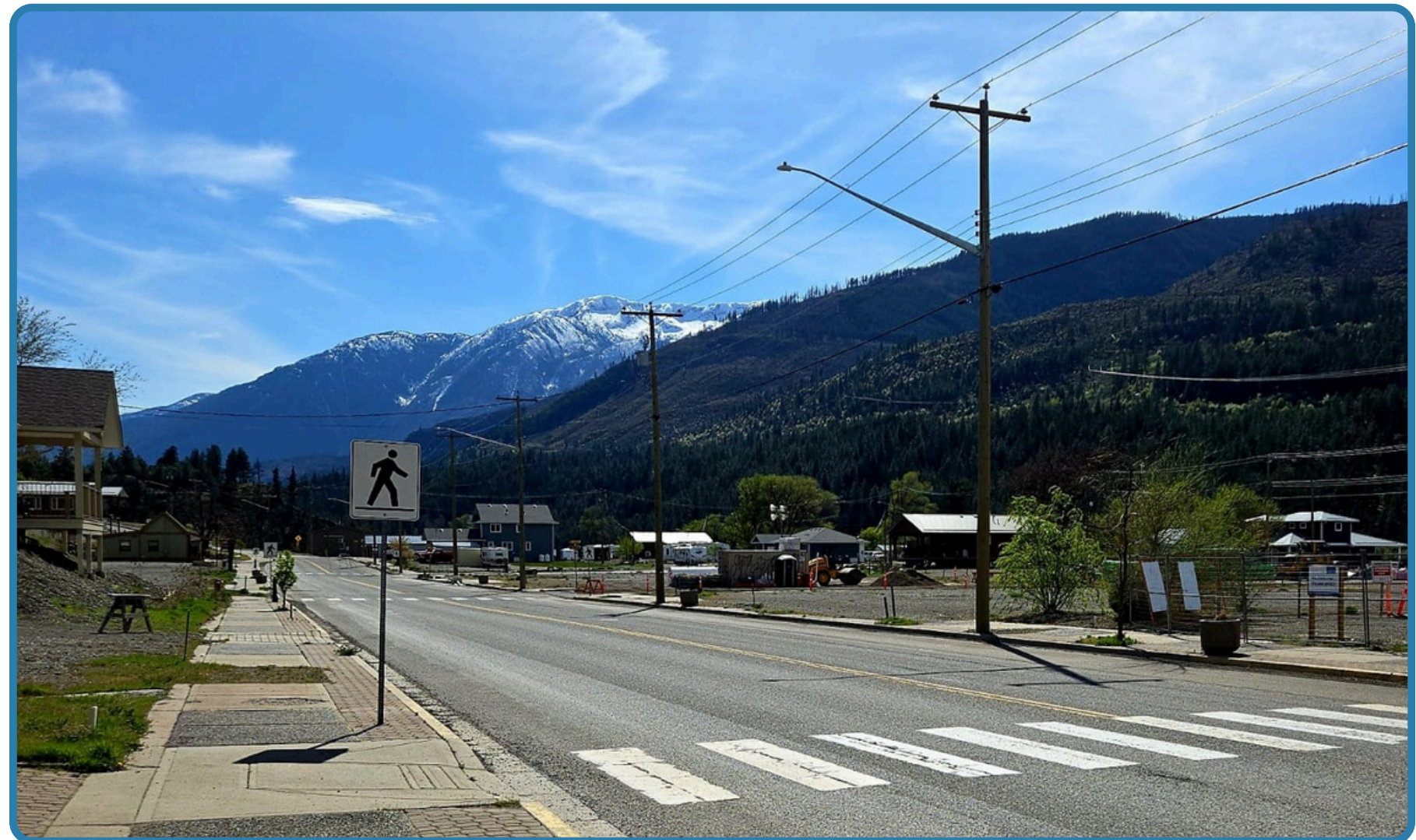


Photo from Mira

# Strategic Direction #1

## Placemaking



*Supporting creative spaces, community gardens, and pocket parks can attract a younger creative demographic*

### **Strategic Direction 1.1**

That council supports a program to activate a space within the Village so that residents can use it for art displays, events and cultural heritage

### **Strategic Direction 1.2**

That council supports an economic development strategy that leverages Tourism, with a focus on cultivating spaces that can be advertised in collaboration with local and provincial authorities.

# Strategic Direction #2

# Economic Development



*Shared spaces and third spaces present new opportunities for remote business and community building*

## **Strategic Direction 2.1**

That council consider zoning for shared business space and shared work space (coworking spaces).

- Provide business space that considers efficient land use and essential, attractive services found in municipalities across British Columbia.
- Provide coworking spaces for individual skilled workers to work in the community without the costs of a large building space.

# Strategic Direction #3

## Climate

*Harnessing Lytton's history and identity to market climate resilience to youth on a digital platform*

### **Strategic Direction 3.1**

That Council directs staff to develop a place-based resilience marketing and settlement campaign, using digital platforms as a primary channel, with young people and amenity migrants as the primary target audience.



# Strategic Direction #4

## Mobility



*Connect Lytton to neighbouring communities, and make connections in key commercial areas*

### **Strategic Direction 4.1**

That Council supports the development of a regional connector shuttle pilot program to improve access between Lytton and larger service areas, including Kamloops and Hope.

### **Strategic Direction 4.2**

That staff look into opportunities for shared mobility services, including car share programs and community-based vehicle sharing options, to improve mobility and access for residents without access to private vehicles.

# Strategic Direction #5 Services and Housing



*Collaborate with First Nations to develop services for youth and elders*

## **Strategic Direction 5.1**

And that Council works with neighbouring First Nations to include Elders in the youth service hub to provide cultural guidance and support to both Indigenous and non-Indigenous youth.

## **Strategic Direction 5.2**

That Council zone for higher-density housing, to facilitate rental options for future youth residents

# Suggested Next Steps

## Partnerships and Competitions

- Establishing partnerships with corporations and governmental organizations to set up bases of operations
- Collaborate with organizations like BC Tourism to market the community
- Establish a friendly competition to increase engagement with the Village; this could be a design or arts competition to activate a community space



Photo from Jackson Phillips

# Appendix

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